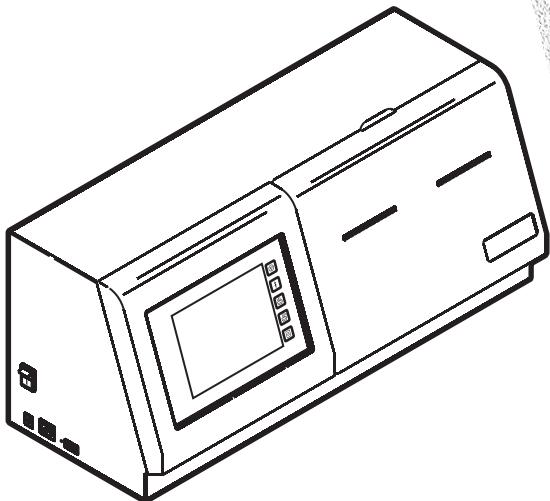


Operator's Handbook

FRESHMARX™
9415™
AutoMarx
Labeling
System



Each product and program carries a respective written warranty, the only warranty on which the customer can rely. Paxar reserves the right to make changes in the product, the programs, and their availability at any time and without notice. Although Paxar has made every effort to provide complete and accurate information in this manual, Paxar shall not be liable for any omissions or inaccuracies. Any update will be incorporated in a later edition of this manual.

©2007 Paxar Americas, Inc. a subsidiary of Avery Dennison Corp. All rights reserved. No part of this publication may be reproduced, transmitted, stored in a retrieval system, or translated into any language in any form by any means, without the prior written permission of Paxar.

WARNING

This equipment has been tested and found to comply with the limits for a Class A digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference to radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at his own expense.

CANADIAN D.O.C. WARNING

This digital apparatus does not exceed the Class A limits for radio noise emissions from digital apparatus set out in the Radio Interference Regulations of the Canadian Department of Communications. Le présent appareil numérique n'émet pas de bruits radioélectriques dépassant les limites applicables aux appareils numériques de la classe A prescrites dans le Réglement sur le brouillage radioélectrique édicté par le ministère des Communications du Canada.

Trademarks

FreshMarx and 9415 are trademarks of Paxar Americas, Inc.

Paxar® is a trademark of Paxar Corporation.

Avery Dennison® is a trademark of Avery Dennison Corp.

Avery Dennison Printer Systems Division
170 Monarch Lane
Miamisburg, OH 45342



TABLE OF CONTENTS

GETTING STARTED	1-1
Using This Manual	1-1
Audience	1-1
Unpacking the Printer.....	1-2
Installing the Printer.....	1-3
Connecting the Printer's Power Supply	1-4
Loading Labels	1-5
USING THE APPLICATION	2-1
About the Printer	2-2
Calibrating the Touch Screen.....	2-3
Configuring the Printer	2-4
Selecting a Format.....	2-6
Printing Freshness Labels	2-7
Printing Use First Labels	2-9
Changing the Password.....	2-10
Sleep Mode.....	2-10
Future Upgrades.....	2-10
CARE & MAINTENANCE.....	3-1
Clearing Label Jams	3-2
Cleaning the Printhead	3-3
Cleaning the Touch Screen Display	3-4
Cleaning the Printer	3-4

TROUBLESHOOTING	4-1
Technical Support	4-2
LABEL FORMATS	A-1
Format 1	A-1
Format 2	A-2
Format 3	A-2
Format 4	A-3
Format 5	A-4
Format 6	A-5
SPECIFICATIONS	B-1
Printer Specifications	B-1
Supply Specifications	B-1

GETTING STARTED

Use the FreshMarx™ 9415™ AutoMarx Labeling System for product freshness and to label inventory. Information in this document supercedes information in previous versions. Check our Web site (www.monarch.com) for the latest documentation and release information.

Using This Manual

Following is a summary of the contents of this manual:

	Chapter	Contents
1	Getting Started	Unpacking and installing the printer and loading supplies.
2	Printing Labels	Configuring the printer, selecting formats, and printing labels.
3	Care & Maintenance	Clearing supply jams and cleaning the printer.
4	Troubleshooting	Common problems and their solutions.
A	Label Formats	Format sizes and content fields.
B	Specifications	Printer and supply specifications.

Audience

The *Operator's Handbook* is for the person who prints and applies labels.

Unpacking the Printer

After you unpack the printer, you should have the following:

- ◆ 9415 printer
- ◆ power supply
- ◆ 4 wall anchors
- ◆ wall mount template

Keep all packaging material in case you need to move or return the printer.

Caution: **Do not** touch the electrical connectors while setting up the printer. Static electricity can damage or destroy the electronic components.

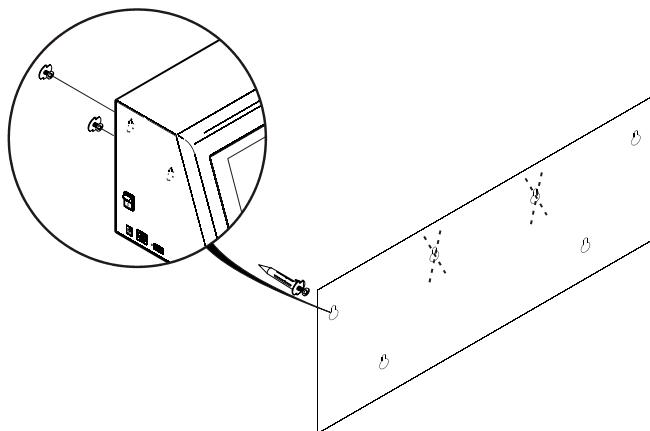
Installing the Printer

To install the printer on the wall:

1. Select a suitable location for the printer on a wall.
2. Tape the wall mount template to the wall in the selected location.

Caution: The template must be level or the printer will not install correctly.

3. Install the four wall anchors according to the four outside holes indicated on the template.



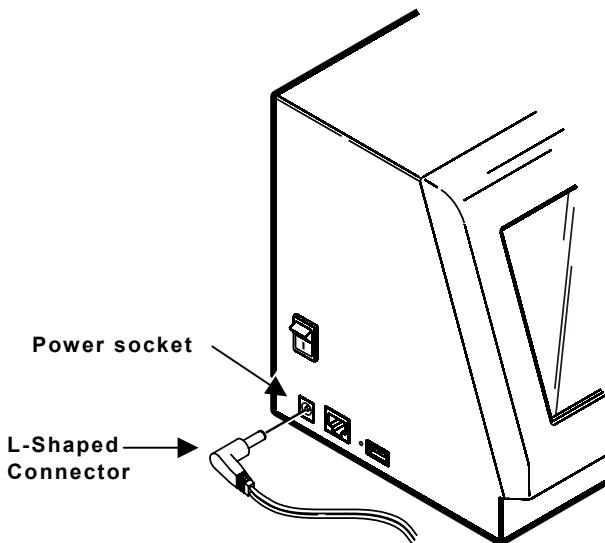
Mounting holes in back of printer

4. Remove the template.
5. Lower the supply door on the printer so you can see the mounting holes on the back of the printer.
6. Attach the printer to the wall anchors using the corresponding holes on the back of the printer.
7. Press down firmly on the printer to lock it in place.
8. Close the supply door.

Connecting the Printer's Power Supply

To connect the power supply to the printer:

1. Turn off the printer. Press the power switch on the side of the printer to the off (O) position.
2. Place the power supply in a suitable location, preferably on a table, near an electrical outlet.
3. Plug the three-hole end of the AC adapter cable into the three-pronged outlet in the printer's power supply.
4. Plug the L-shaped end of the power supply cable into the socket on the side of the printer.



5. Plug the three-pronged end of the AC adapter cord into a grounded electrical outlet.

Warning: The printer and power supply should never be operated in a location where either one can get wet. Personal injury could result.

Loading Labels

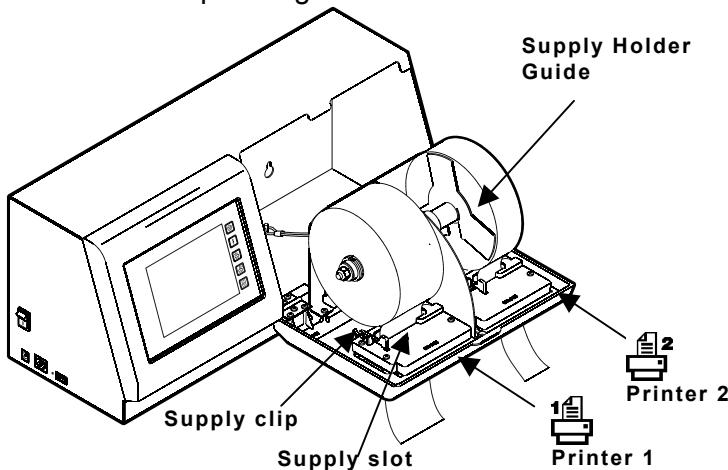
Load wide labels on the left (printer 1) and narrow labels on the right (printer 2) as shown below.

Printer 1 is the default printer.

1. Turn on the printer. Press the power switch on the side of the printer to the on (I) position.
2. Remove and discard the tape from a new roll of labels.
3. Lower the supply door.
4. Slide a roll of labels onto the supply holder. If necessary, adjust the supply holder guide so it touches the roll.
5. Feed the labels, printing side up, into the supply slots in the supply door.

Note: Make sure no label adhesive is exposed when loading labels. This causes jams.

6. Make sure the supply clip is in the correct position to touch the edge of the supply. This clip guides the labels through the supply slot so they do not shift while printing.



7. Close the supply door.
8. The printer calibrates the labels automatically.

USING THE APPLICATION

2

This chapter describes how to

- ◆ use the application
- ◆ calibrate the touch screen
- ◆ select a format
- ◆ print freshness labels
- ◆ print Use First labels.

Note: You may have a custom application that differs slightly from the examples in this manual. The screens and labels shown are for reference only.

About the Printer

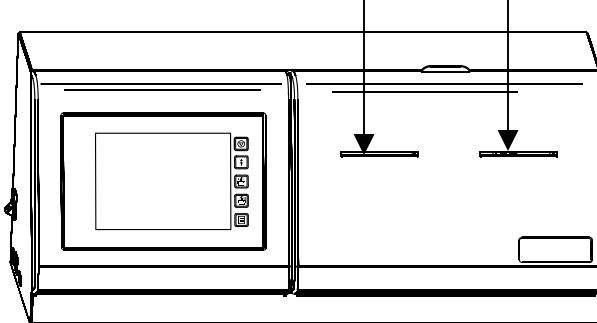
There are five control buttons located on the right side of the touch screen.

Button	Action
	Stops/cancels the current print job.
	Advances supply for the selected printer.
	Selects printer to print freshness labels. Printer 1 is located on the left side.
	Printer 2 is located on the right side.
	Enters the printer configuration menu.

The rest of the touch screen contains product buttons that are color-coded so you can easily print the item labels.

- ◆ Yellow
- ◆ Red
- ◆ Green
- ◆ Blue
- ◆ Orange

Printer 1 Printer 2

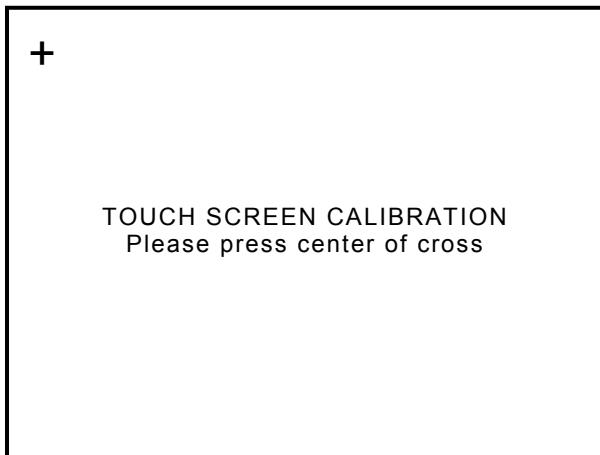


Calibrating the Touch Screen

Calibrate the touch screen when you turn on the printer so the buttons respond correctly when pressed.

1. Press any part of the upper right-hand quarter of the screen as you turn on the printer.

The Touch Screen Calibration screen appears.



2. Follow the instructions to calibrate the touch screen.

The application runs automatically when you are finished.

Configuring the Printer

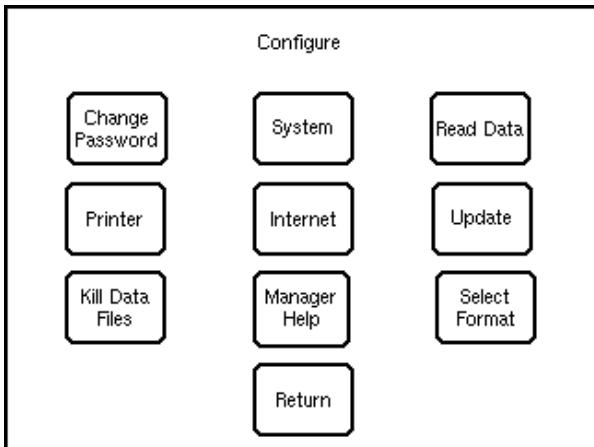
Use the Configure screen to set the date and time, select formats, adjust the touch screen settings, and update the printer. Instructions for configuring the printer are located under Manager Help.

Refer to the *System Administrator's Guide* available on our Web site (www.paxar.com) for more information about the Configure screen.

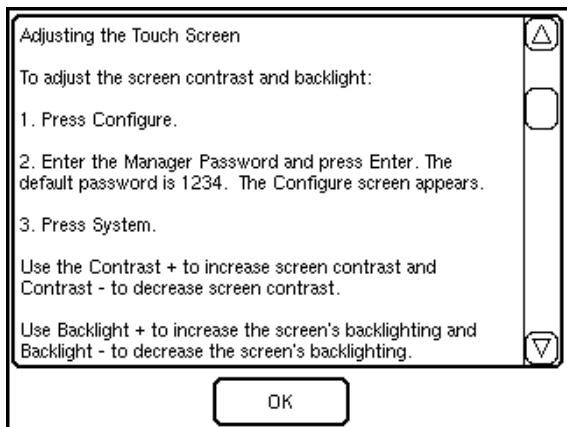
Note: The Configure screen is for Managers and Supervisors only.

To access the Manager Help:

1. Press .
2. Enter the Manager Password and press **Enter**. The default password is **1234**. The Configure screen appears.



3. Press Manager Help.

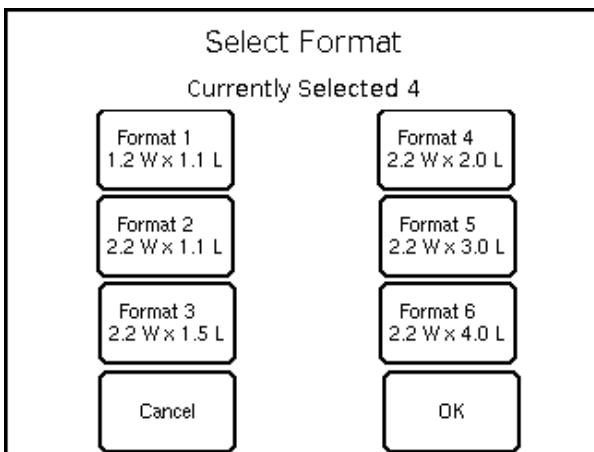


Scroll through the text to the instructions you need.

Selecting a Format

Choose from six preset label formats for your freshness label. See Appendix A, “Label Formats,” for the size and content of each format.

1. Press .
2. Enter the Manager Password and press **Enter**. The default password is **1234**. The Configure screen appears.
3. Press **Select Format**.

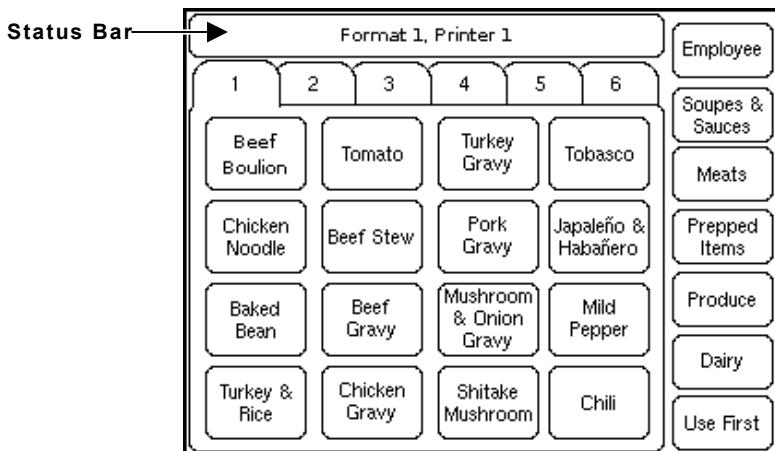


4. Press the button of the format you need. The currently selected format number appears across the top of the screen.

Note: If you select a format larger than the loaded labels, some information may not print.

5. Press **OK**.
6. Press **Return** to return to the product menu.

The label format number appears on the status bar at the top of the product menu screen.



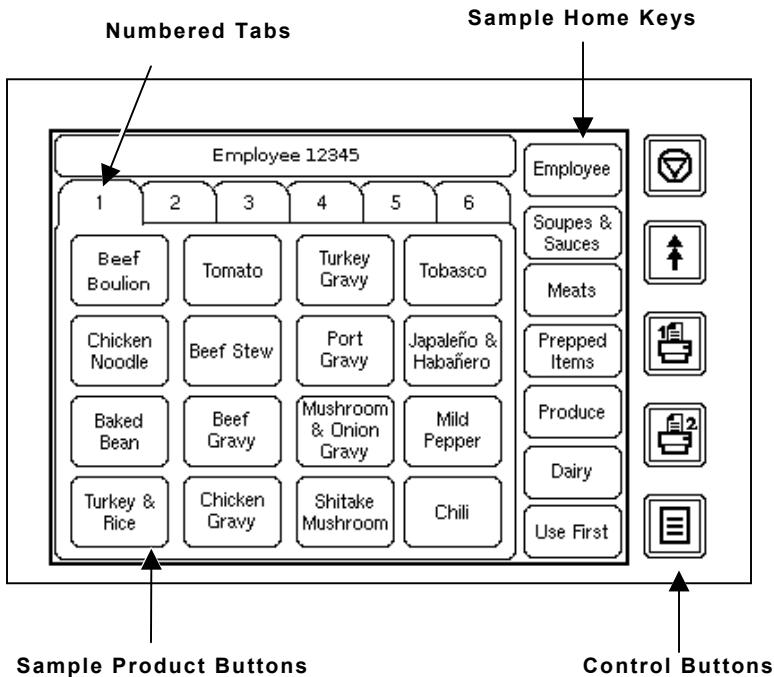
Printing Freshness Labels

Use the application to label any product for freshness. All products are listed under their corresponding category. Select a new category by touching one of the color-coded home keys on the right side of the screen.

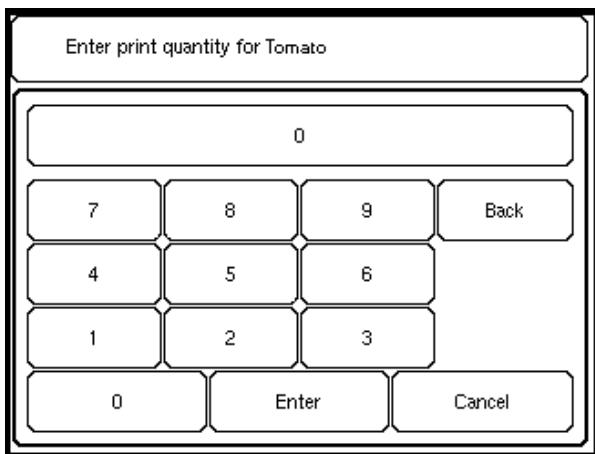
Note: All products in a category may not appear on the screen. Use the numbered tabs at the top of the screen to view more products.

1. Turn on the printer.
2. Enter your Employee ID and press **Enter**. Your ID must be 2-10 alphanumeric characters. Your ID appears on the freshness labels.

3. Use the Control buttons to select the printer you need. The default is printer 1.



4. Press any product button.



5. Use the numeric buttons to enter the quantity of labels to print.

Press **Back** to backspace one character.

Press **Cancel** to return to the product screen without printing labels.

6. Press **Enter** to print labels in the quantity you entered.

OR

Press **Enter** without entering a quantity to print only one label.

Labels print for the selected product.

Note: If the selected printer is out of labels, a preview of the label appears on the screen and no label prints. Touch the screen to return to the product screen.

Printing Use First Labels

Apply a "Use First" label to any product on the shelf that needs to be used first. A Use First label can print on any label format. The current date and time is printed on a Use First label.

1. Select the printer you need to use. Press  or . The default is printer 1.
2. Press **Use First** on the right side of the screen. The Enter Print Quantity screen appears.
3. Enter the quantity of Use First labels you need to print and press **Enter**.
OR
Press **Enter** without entering a quantity to print only one label.

Labels with the words "Use First" print.

Note: If the selected printer is out of labels, a preview of the label appears on the screen and no label prints. Touch the screen to return to the product screen.



Sample Label

Changing the Password

A password is required to make any changes to the printer's settings. To change the Manager Password:

1. Press .
2. Enter the Manager Password and press **Enter**.
The default password is **1234**. The Configure screen appears.
3. Press **Change Password**.
4. Enter the new password using the touch screen keypad.
5. Press **OK** or **Cancel**.
6. Press **Return** to return to the product screen.

Sleep Mode

After 10 minutes of inactivity, the touch screen backlight dims to conserve power. After 30 minutes of inactivity, the screen saver appears. After 50 minutes of inactivity, the screen goes blank.

To wake up the printer, gently touch the screen.

Future Upgrades

Managers will provide updates.

CARE & MAINTENANCE

3

This chapter tells you how to

- ◆ clear label jams
- ◆ clean the printhead
- ◆ clean the printer.

Clearing Label Jams

To clear a jam:

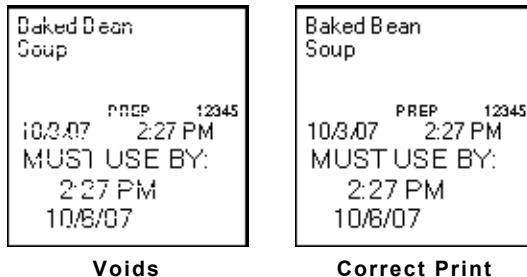
1. Lower the supply door.
2. Remove any previously loaded labels.
3. Slide the roll of labels off the supply holder.
4. Remove the jammed labels.

Caution: Do not use sharp or pointed objects to remove labels. It may damage the printer.

5. Reload the labels. See “Loading Labels” in Chapter 1 for more information.
6. Close the supply door.
7. Press  to calibrate the labels.

Cleaning the Printhead

Clean the printhead after every five rolls of labels or when you see voids in the print.

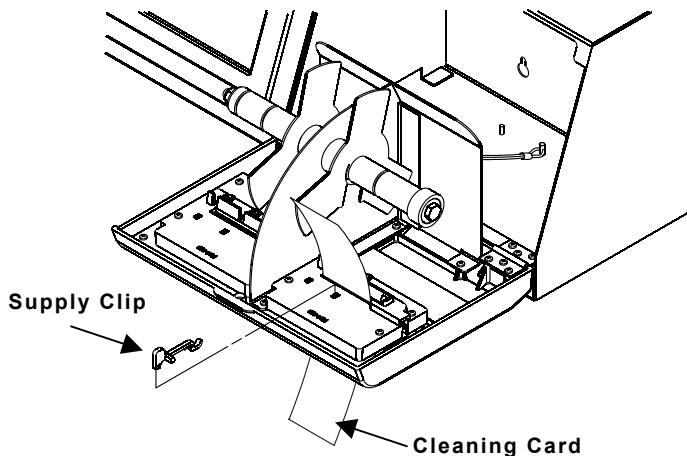


To clean the printhead, use a Thermal Printer Cleaning Card (order number 116527 – sold separately).

1. Turn on the printer.
2. Lower the supply door.
3. Remove any labels.

Note: You may need to carefully remove the supply clip so the cleaning card fits through the supply slot.

4. Feed the cleaning card into the supply slot.



5. Select the printer you are cleaning.
6. Press  until the cleaning card is completely through the supply slot. Repeat as needed.
7. Let the printhead dry briefly.
8. Replace the supply clip to the previous position, if necessary.
9. Reload the labels. See “Loading Labels” in Chapter 1 for more information.

Cleaning the Touch Screen Display

Use a non-ammonia glass cleaner and a soft cloth to clean the touch screen display. If a stronger cleaner is needed, use a mixture of 50% isopropyl alcohol and water.

Caution: **Do not** use sharp objects or abrasive cleaners on the touch screen display. It can damage the screen.

Cleaning the Printer

Slightly dampen a cloth with water and wipe the printer’s exterior surfaces clean. Use a dry, soft-bristled brush to clean paper dust out of the supply door’s interior.

Caution: **Do not** use household cleaners to clean the printer.

TROUBLESHOOTING

This chapter lists some common problems and their solutions.

Problem	Action
Screen is off when the printer is turned on.	Check the power connections from the power supply to the printer and the wall outlet. See "Connecting the Printer's Power Supply" in Chapter 1 for more information.
The printer does not print.	Load the labels correctly and make sure they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
	Labels may be jammed. See "Clearing Label Jams" in Chapter 3 for more information.
Printing stops OR the printer does not advance from one label to the next correctly.	Calibrate the supply. 1. Load labels. See "Loading Labels" in Chapter 1 for more information. 2. Press  to calibrate the labels.
	Clear a label jam. See "Clearing Label Jams" in Chapter 3 for more information.
	Place the supply clip in the correct position to rest against the edge of the labels. See "Loading Labels" in Chapter 1 for more information.

Problem	Action
Label exits partially out of the printer or skips a label.	A label may be caught in the printer. See "Clearing Label Jams" in Chapter 3 for more information. Make sure the labels are loaded correctly and that they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
Printing is faded or poor quality.	Make sure the labels are loaded correctly and that they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
Paper Out error appears.	Clean the printhead. See "Cleaning the Printhead" in Chapter 3 for more information.
Printhead Over Temperature error appears.	Load labels. See "Loading Labels" in Chapter 1 for more information.
Motor Over Temperature error appears.	Turn off the printer and allow it to cool down before you resume printing.
	Turn off the printer and allow it to cool down before you resume printing.

Technical Support

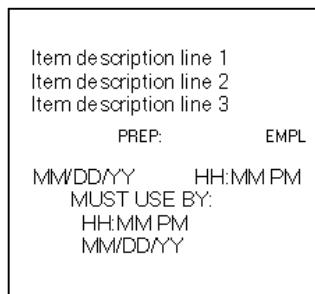
If these solutions do not work, call Service at the number listed on the back of this manual.

LABEL FORMATS

A

Format 1

Prints 1.2" wide x 1.1" long labels.



Enter the following information for each field:

Field	Description
<i>Description 1</i>	Prints up to 17 characters.
<i>Description 2</i>	Prints up to 17 characters.
<i>Description 3</i>	Prints up to 17 characters.
<i>EMPL</i>	Employee ID must be 2-10 characters.
<i>Must Use By</i>	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 2

Prints 2.2" wide x 1.1" long labels.

Item description 1	
Item description 2	
PREP:	
MM/DD/YY	HH:MM PM
MUST USE BY:	
HH:MM PM	
MM/DD/YY	EMPL

Enter the following information for each field:

Field	Description
<i>Description 1</i>	Prints up to 35 characters.
<i>Description 2</i>	Prints up to 35 characters.
<i>EMPL</i>	Employee ID must be 2-10 characters.
<i>Must Use By</i>	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 3

Prints 2.2" wide x 1.5" long labels.

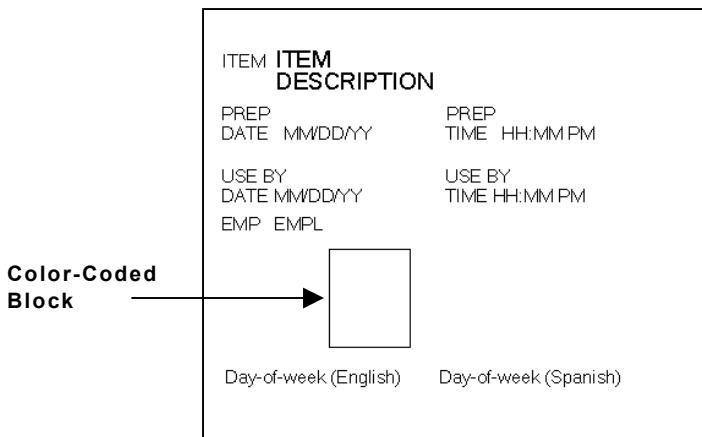
ITEM 1 (PRODUCTO)	ITEM DESCRIPTION 1
ITEM 2 (PRODUCTO)	ITEM DESCRIPTION 2
PREP DATE (FECUA) MM/DD/YY	PREP TIME (HORA) HH:MM PM
EXPIRE DATE (EXPIRAR FECUA) MM/DD/YY	EXPIRE TIME (EXPIRAR HORA) HH:MM PM
	EMPL

Enter the following information for each field:

Field	Description
<i>Description 1</i>	Prints up to 25 characters.
<i>Description 2</i>	Prints up to 25 characters.
<i>EMPL</i>	Employee ID must be 2-10 characters.
<i>Expire Date/Time</i>	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 4

Prints 2.2" wide x 2.0" long labels.



Note: A box prints around the color-coded block that corresponds to the day-of-week expiration date.

Enter the following information for each field:

Field	Description
<i>Description</i>	Prints up to 15 characters.
<i>EMPL</i>	Employee ID must be 2-10 characters.
<i>Use By</i>	Numbers only. Days 0-365, hours 0-23, minutes 0-59.
<i>Blue</i>	Use by Monday.
<i>Yellow</i>	Use by Tuesday.
<i>Red</i>	Use by Wednesday.
<i>Brown</i>	Use by Thursday.
<i>Green</i>	Use by Friday.
<i>Gold</i>	Use by Saturday.
<i>Black</i>	Use by Sunday.

Format 5

Prints 2.2" wide by 3.0" long labels.

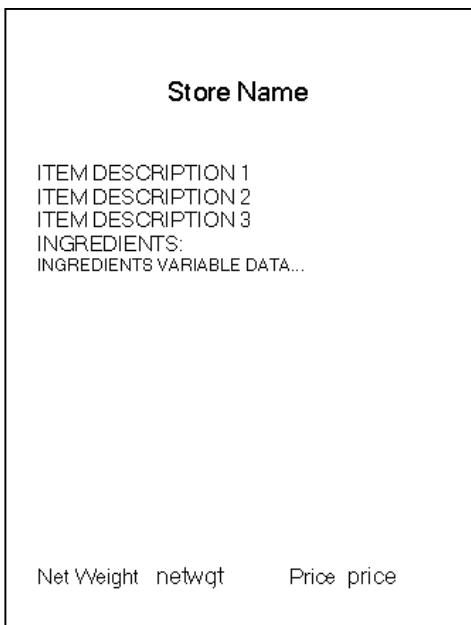
DAY-OF-WEEK (English) DAY-OF-WEEK (Spanish)	
ITEM: ITEM DESCRIPTION	
SHELF LIFE: SHELF LIFE	
PREP: MM/DD/YY	HH:MM PM
USE BY: MM/DD/YY	HH:MM PM
EMPLOYEE: EMPL	

Enter the following information for each field:

Field	Description
<i>Description</i>	Prints up to 18 characters.
<i>Shelflife</i>	Prints up to 13 characters.
<i>EMPL</i>	Employee ID must be 2-10 characters.
<i>Use By</i>	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 6

Prints 2.2" wide x 4.0" long labels.



Enter the following information for each field:

Field	Description
<i>Store Name</i>	Prints up to 17 characters.
<i>Description 1</i>	Prints up to 23 characters.
<i>Description 2</i>	Prints up to 23 characters.
<i>Description 3</i>	Prints up to 23 characters.
<i>Ingredients</i>	Prints up to 688 characters. Note: Does not print semicolons or returns.
<i>Net Weight</i>	Prints up to 10 characters.
<i>Price</i>	Prints up to 7 characters: numbers 0-9, period and dollar, cents, Euro, pound, and yen signs only.

SPECIFICATIONS

B

Printer Specifications

Height:	7.75" (197 mm)
Width:	17.75" (451 mm)
Depth:	7.0" (178 mm)
Weight w/ supply:	12.06 lbs (5.48 kg)
Power:	100-240V AC, 47 to 63Hz input supplies 24V DC, 90W to printer
Operating Limits:	Operating Thermal Direct 32° to 122° F (0° to 50° C) Storage: -4° to 149° F (-20° to 65° C)
Relative Humidity:	0% - 90% non-condensing
Printhead:	203 dpi (8.0 dots per mm)
Printing Method:	Thermal Direct

Supply Specifications

Supply Type:	Labels
Supply Widths:	1.2" (30 mm) minimum 2.2" (56 mm) maximum
Supply Lengths:	1.1" (28 mm) minimum 4.0" (102 mm) maximum
Max. Print Area:	2.0" (51 mm)

Visit **www.monarch.com** for sales, service,
supplies, information, and telephone numbers
for our International locations.

TOLL FREE:

1-800-543-6650 (In the U.S.A.)
1-800-363-7525 (In Canada)

For FreshMarx sales:

1-877-774-6829 (In the U.S.A.)
www.freshmarx.com